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(54) Title: AUTOMATIC SERVER ACCESS IN AN INTERNETWORKED COMPUTER SYSTEM

## (57) Abstract

The present invention provides a method for encoding a host Internet Protocol (IP) address within a linear (i.e. one dimensional) barcode which enables a direct link to a designated host computer without third party intervention. Additional information may be made available to the designated host or other parties directly or through a commercial server which include but are not limited to client demographics and usage, and data regarding the publication within which the barcode was discovered by the client. The present invention also contemplates a method which restricts access to only those server addresses which exhibit authorized and licensed codes validated and analyzed by a process resident on the client computer. The present invention pertains to both "open" and "closed" Internet implementations such as TCP/IP and client/server environments (e.g. World Wide Web and html). The invention may be adapted to a wide variety of software and hardware applications available to the typical client such as personal computers equipped with appropriate communications and session software, workstations, dedicated network computers, handheld terminals, and web-ready television.

